BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	Unit 11: Events, Conferences and Exhibitions for the Travel and Tourism Industry
Learning aim	C: Develop and review a proposal for a local, national or international event, conference or exhibition to meet client requirements.
Assignment title	Developing Your Proposal
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have a new job, as a junior Events Assistant in a business travel agency specialising in organising events, conferences and exhibitions. The agency is based in your nearest big city. Your role includes developing and reviewing proposals to meet client requirements.
Task 1 –	You will be assigned a client brief for completion of this task. In response to the client brief you must: ● produce a detailed proposal and an accurate and realistic financial costing for an event, conference or exhibition to meet the client requirements You will receive feedback from at least two other people on your proposal and financial costing. In response to their feedback you must: ● use the feedback to thoroughly evaluate the effectiveness of your proposal and financial costing in meeting your client's brief, including a clear and well-reasoned justification of the choices made, alternatives considered and why these alternatives were rejected ● make convincing recommendations for potential refinements to your proposal and financial costing. –
Checklist of evidence required	Proposal and financial costing Evidence of feedback from two people Written evaluation with recommendations
Criteria covered by this task:	

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Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
11/C.P4	Produce a proposal and financial costing for a local, national or international event, conference or exhibition to meet client requirements.
11/C.P5	Use feedback to review the extent to which the proposal and financial costing meet client requirements.
11/C.M3	Justify the choices made in developing the proposal and financial costing to meet client requirements.
11/C.D3	Use feedback to evaluate the effectiveness of the proposal and financial costing against client requirements, making recommendations for potential refinements.
Sources of information to support you with this Assignment	Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson Shone, A and Parry, B (2013) *Successful Event Management; A Practical Handbook.* 4th edn. Andover: Cengage Learning EMEA Venue and local supplier websites
Other assessment materials attached to this Assignment Brief	Appendix 1 Sample client briefs

Appendix 1
Sample client briefs

Client A
A local charity is organising a fundraising black-tie dinner dance with a silent auction. They want a live band and smart venue able to cater comfortably for up to 300 paying guests. They are looking for a competitive quote.

Client B
A company owning a national chain of sandwich shops would like to organise a one-day conference for branch managers. They require a room to accommodate 100 delegates with audio visual facilities, five break-out rooms, refreshments on arrival and lunch. They are looking for a competitive quote.

Client C
A motor manufacturing company is launching a new electrically powered car model to an audience of thirty top motoring journalists from across Europe. The lunchtime launch event venue will need space both outside and inside to display the cars and make the launch presentation. They would like an unusual venue to showcase the cars. They will require refreshments and a buffet lunch and are looking for a competitive quote.

Client D
Maria and Ben got married abroad. They wish to organise a celebratory and lively evening reception with dinner and dancing for fifty friends and family who were not able to attend the ceremony. They are looking for a competitive quote.